

User-Centered Design

for government innovation

About IDEO

Intro to User-Centered Design

Design in Government

Design in Action:

- San Francisco Unified School District
- Los Angeles County
- US Citizenship and Immigration Services

Activity: Brainstorm and Share back

About IDEO

- **30+ years**
- **650 people**
- **9 offices across the globe (2 in California)**

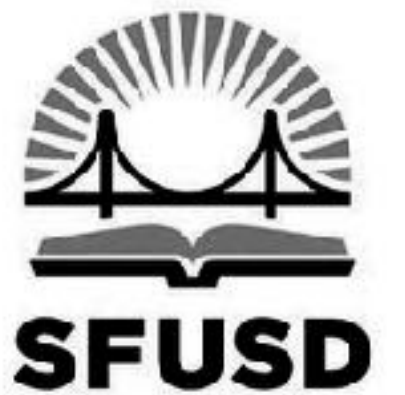
IDEO IS A GLOBAL DESIGN COMPANY.

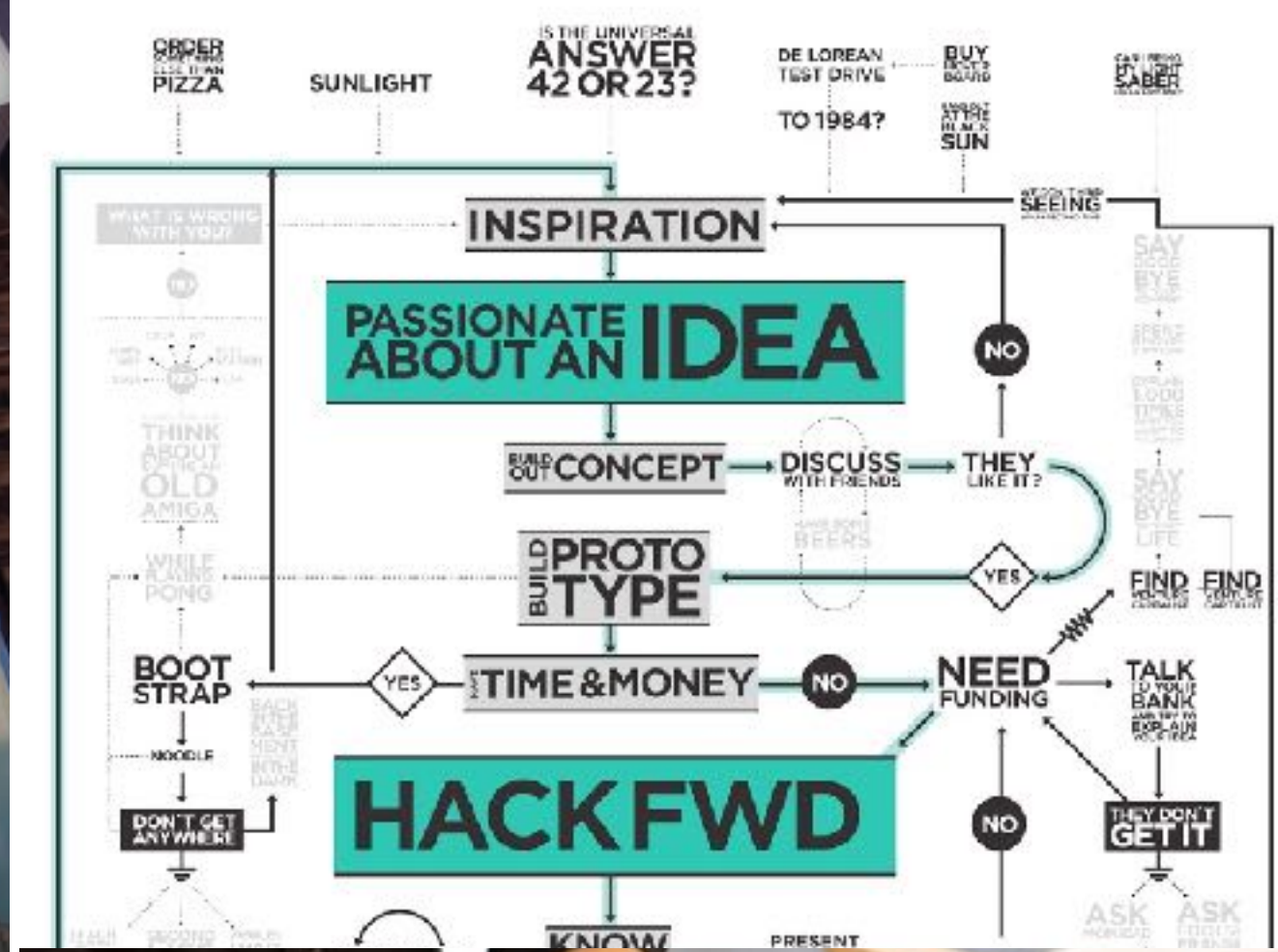
We take a user-centered approach to helping organizations in the public and private sector innovate and grow.

Our purpose is to create disproportionate impact through design.



Transportation
Security
Administration









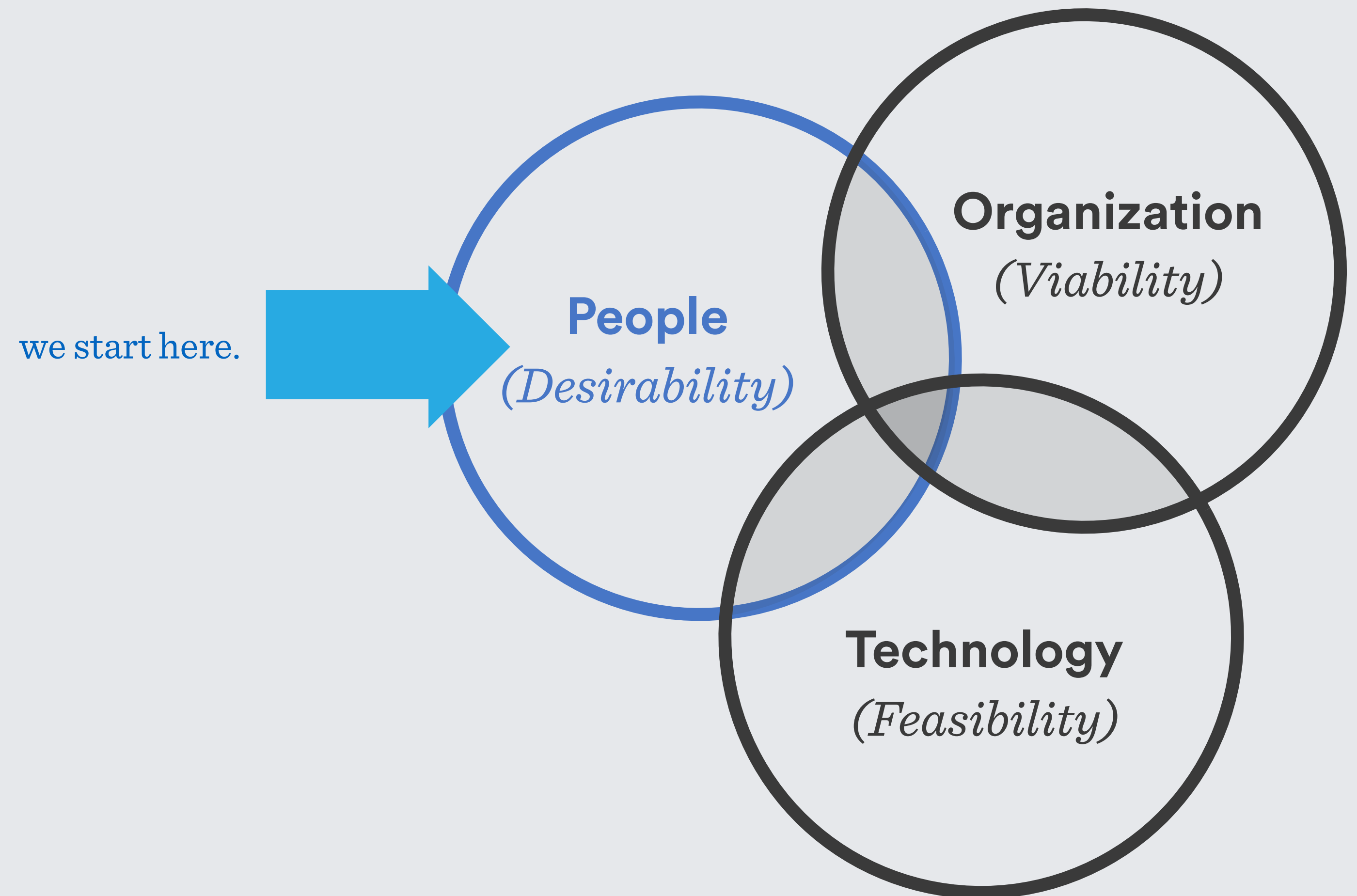
**We are engineers,
researchers, writers,
digital strategists, and
service designers.**

User-Centered design

- **A Primer**
- **Basic principles**
- **A few examples**
- **It's all in the booklet**

USER-CENTERED DESIGN

User-centered design is an approach to problem-solving that starts with people.

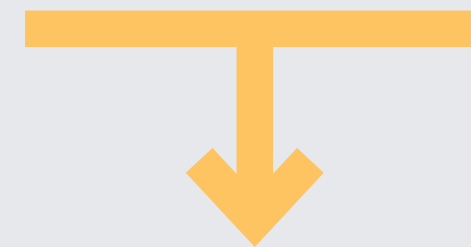


USER-CENTERED DESIGN

**It starts by framing
challenges
optimistically
as open-ended
questions.**

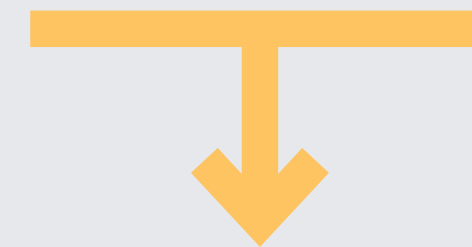


HOW



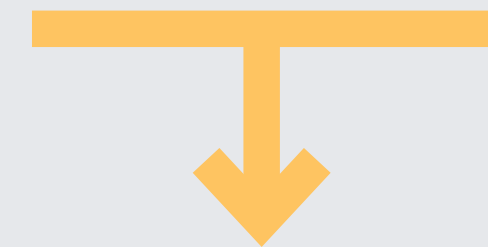
**ASSUME
SOLUTIONS
EXIST**

MIGHT



**FREE FROM
JUDGMENT**

WE?

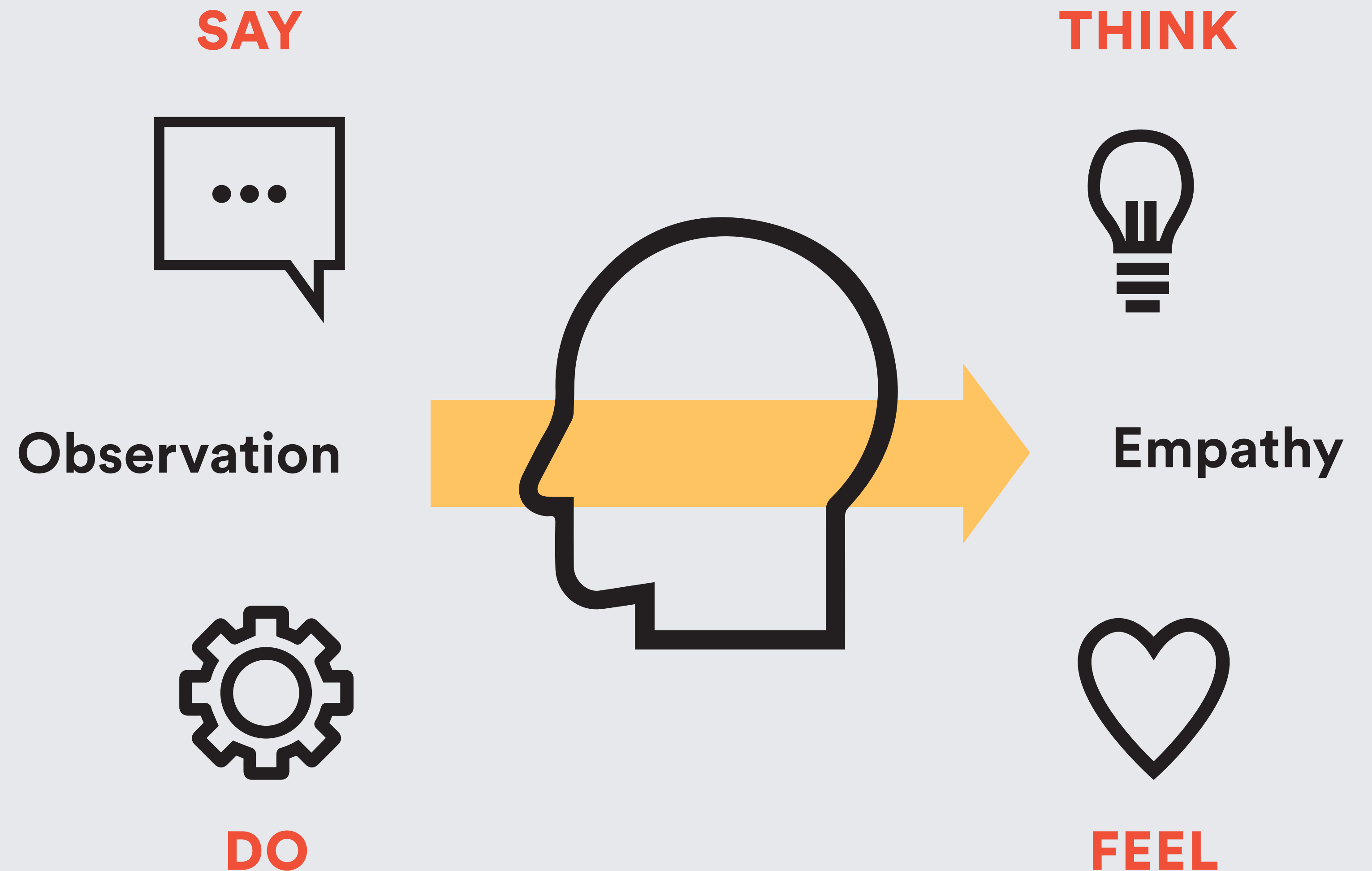


**DO IT
TOGETHER**

USER-CENTERED DESIGN

**User-Centered
Design is built on
empathy.**

**And being curious
about how you can
make things better
in new ways.**



METHODS

In-context research





METHODS

**Immersive
research**

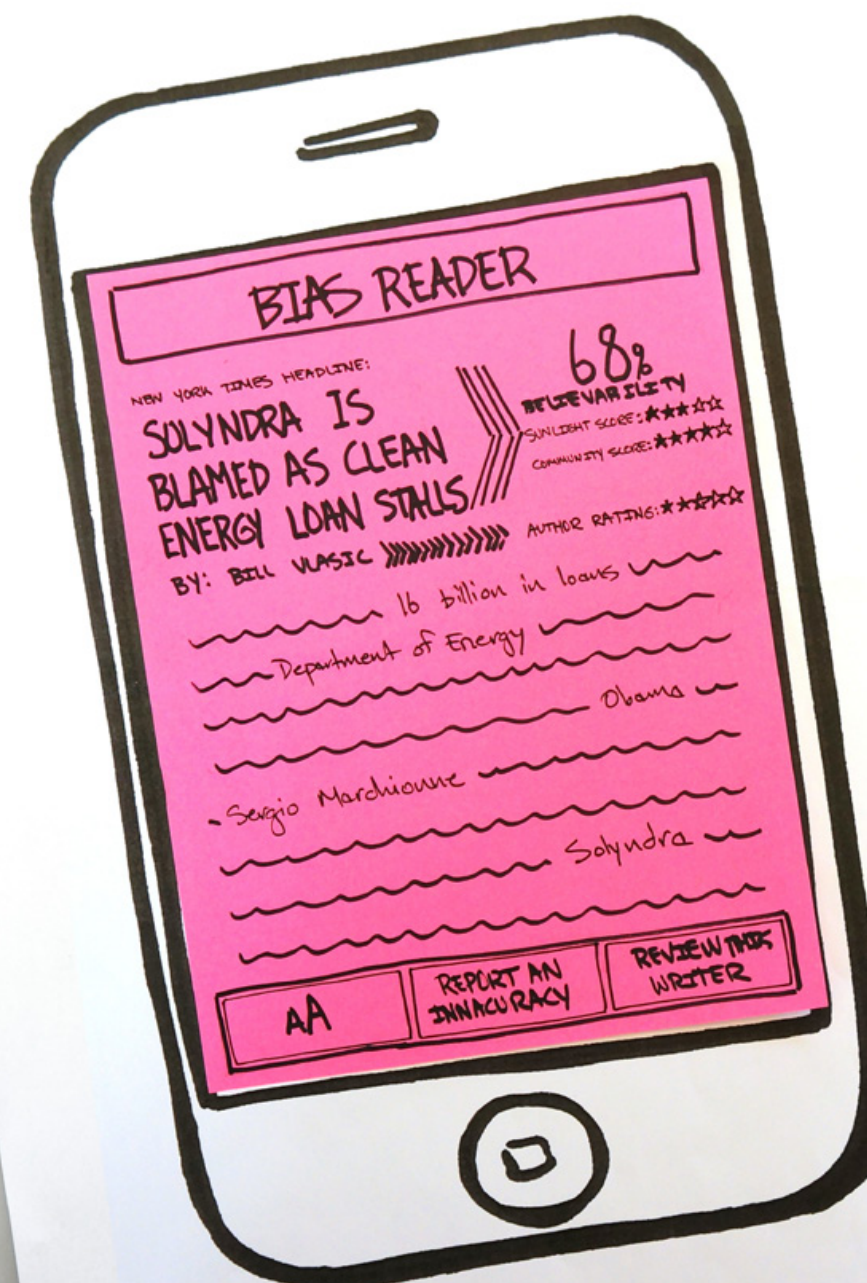
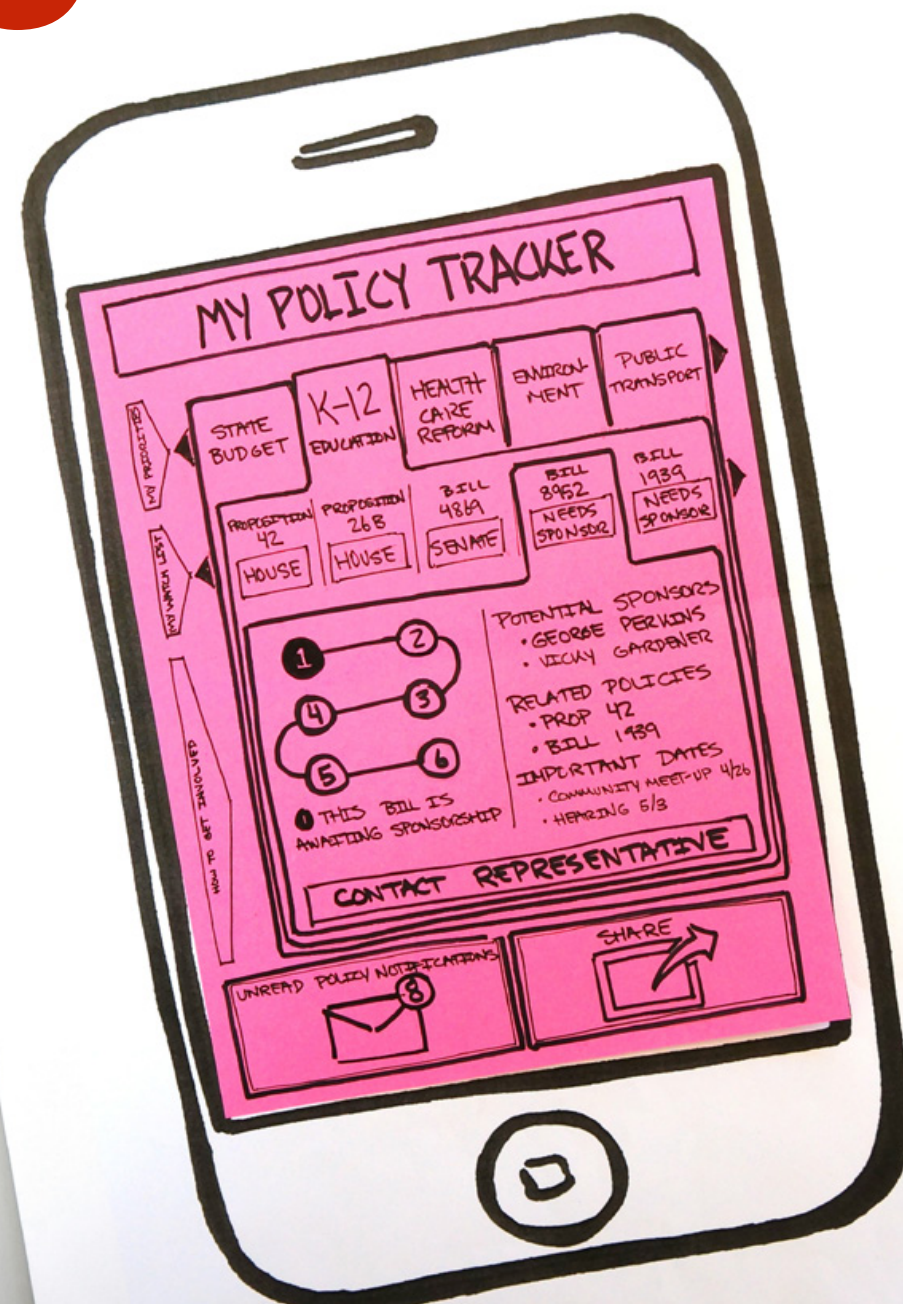
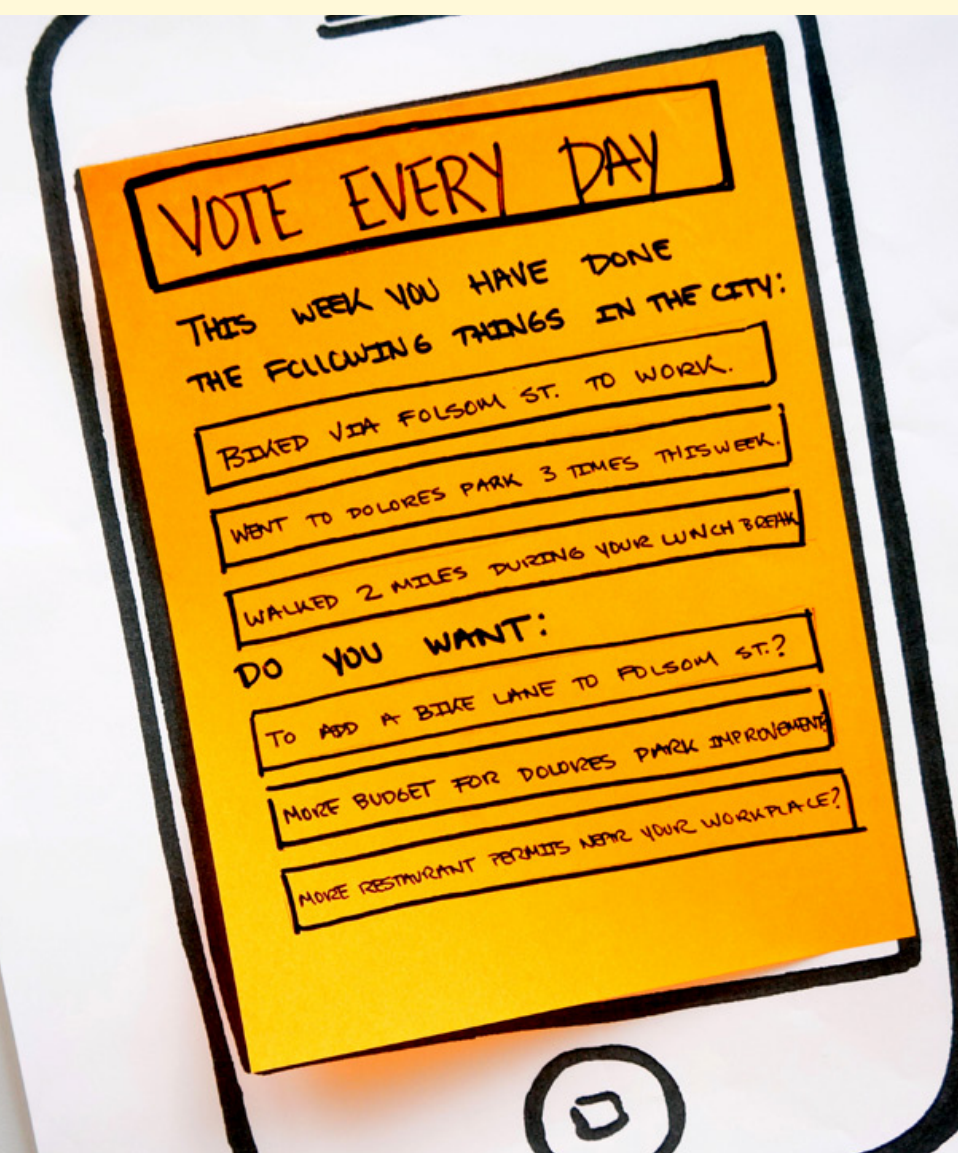


METHODS

Analogous research

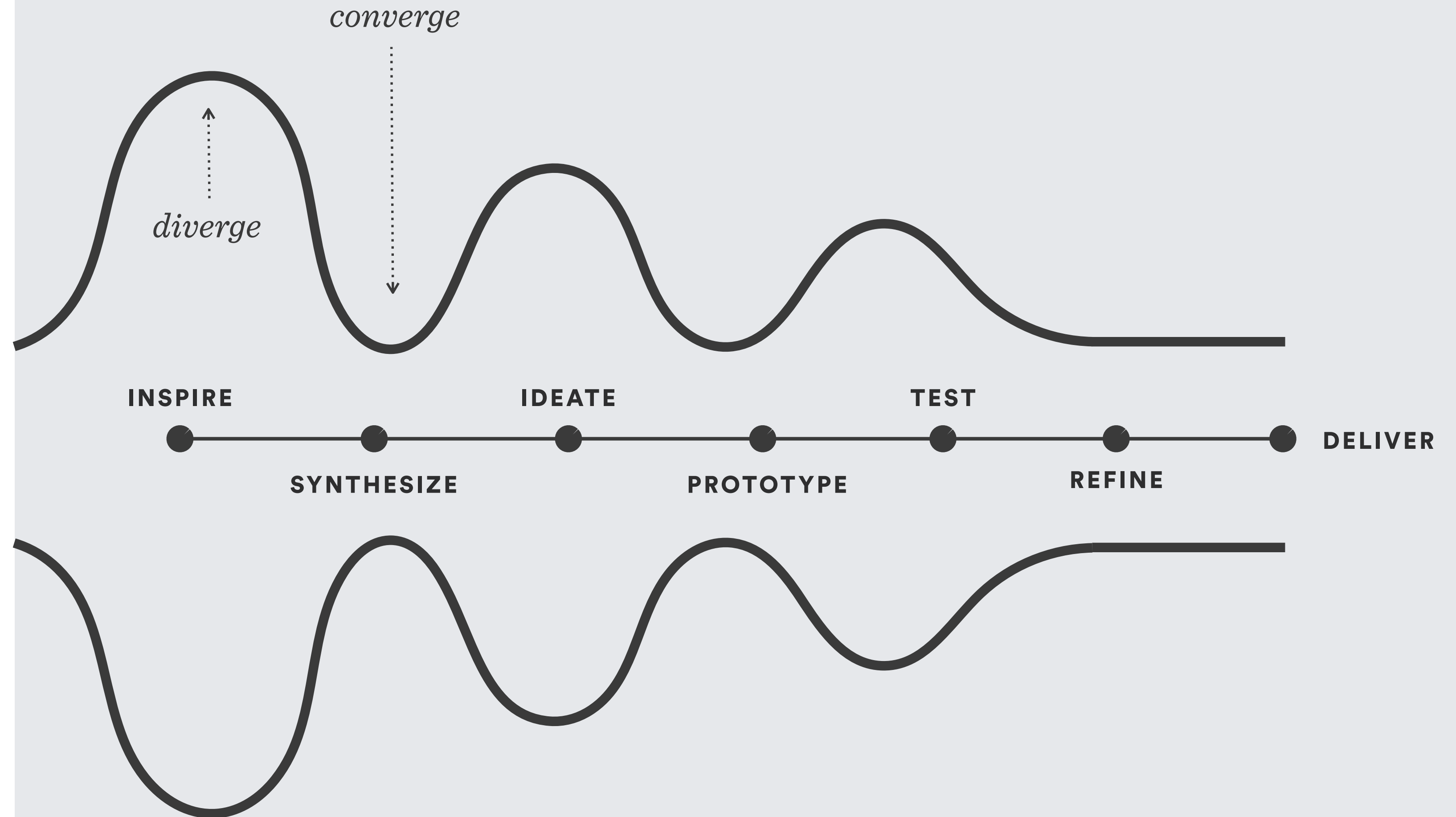
METHODS

Prototyping



USER-CENTERED DESIGN

**It's not about
perfection,
it's about continuous
improvement.**



We believe

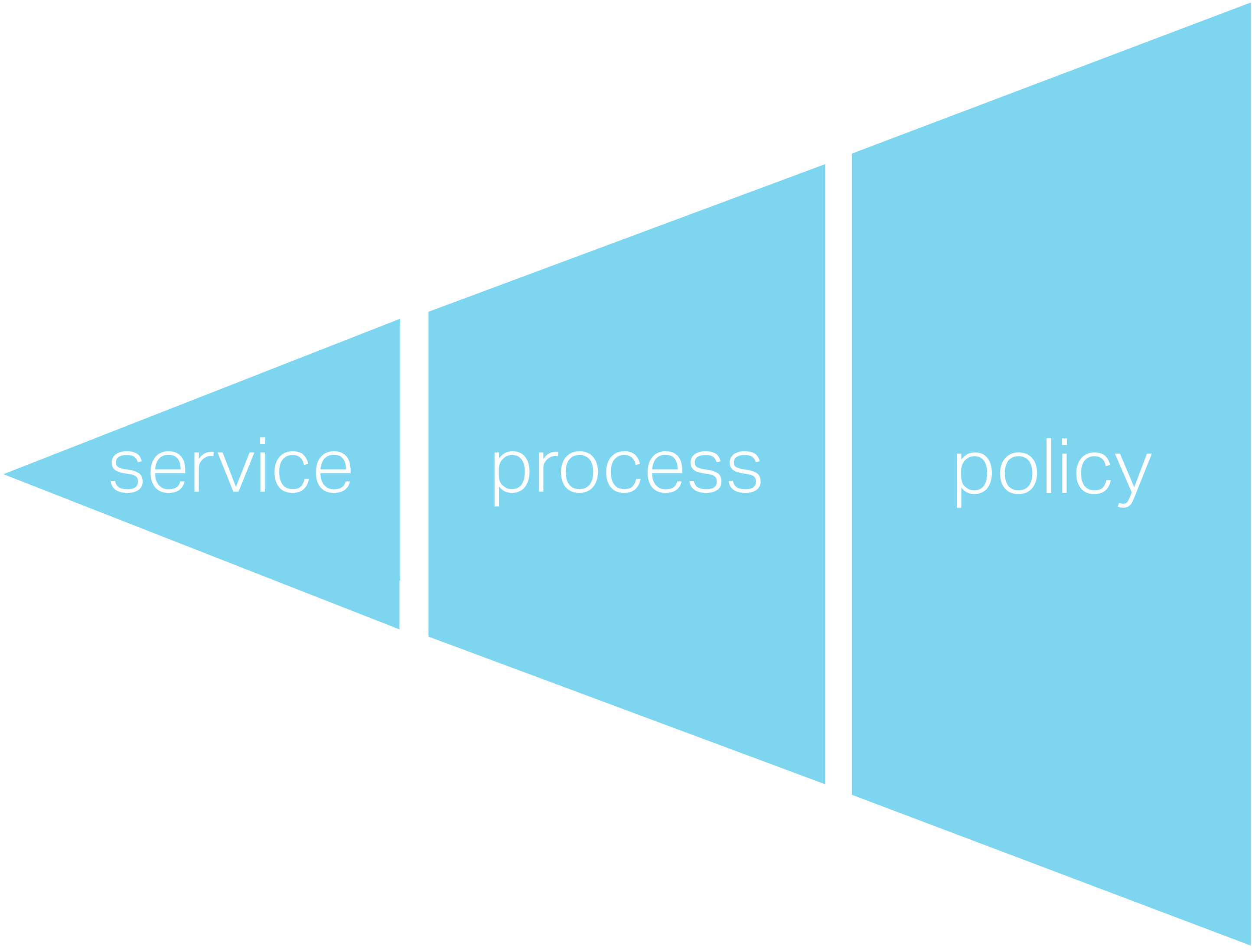
1 Government services are an incredible opportunity for design.

2 Little changes can have a big, positive impact.

3 User-centered design is a tool you can start using today.

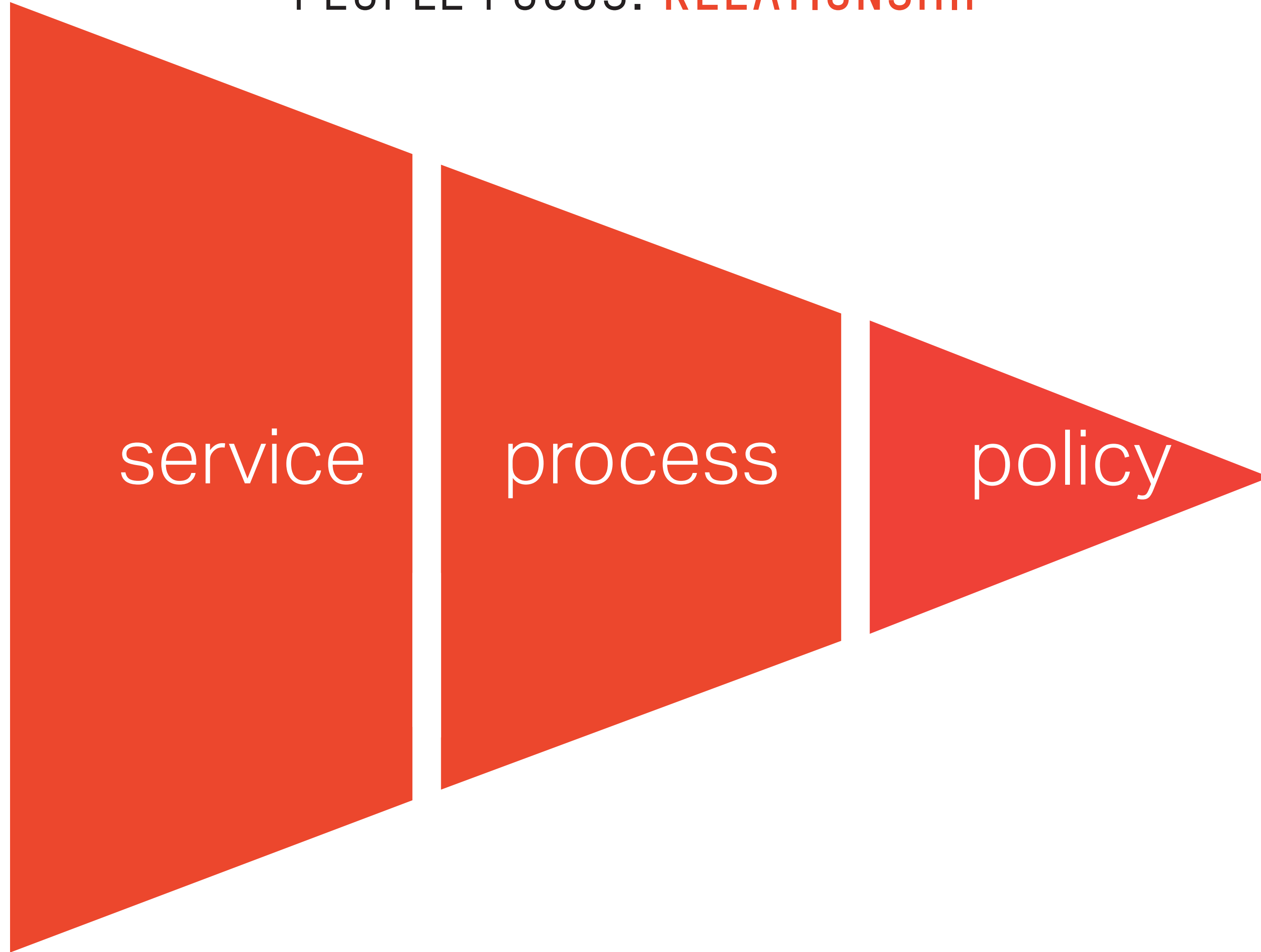


WHAT GOVERNMENT SAYS





WHAT CITIZEN EXPERIENCES



PEOPLE FOCUS: **RELATIONSHIP**



WHAT CITIZEN EXPERIENCES

service

process

policy

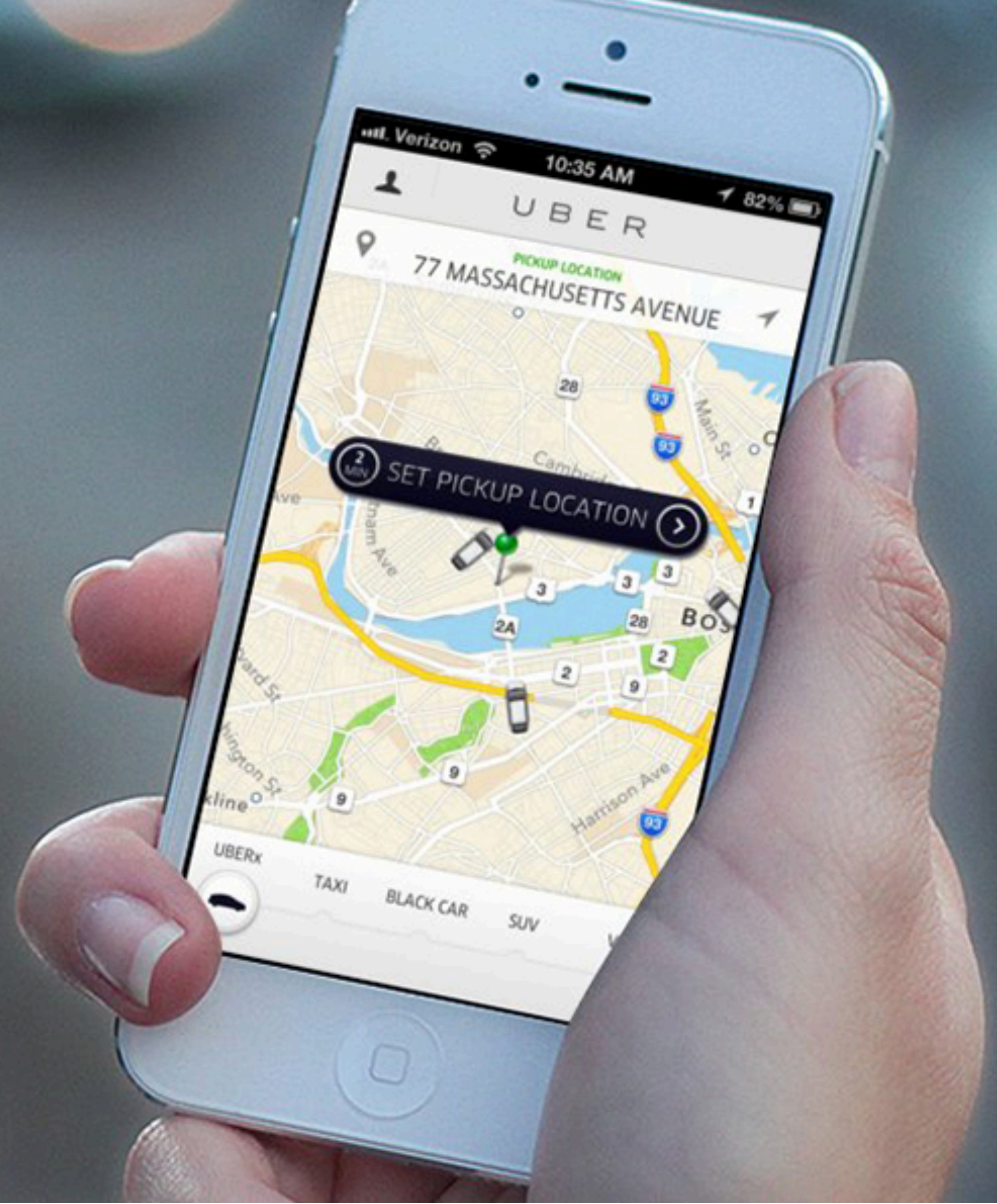
PEOPLE FOCUS: **RELATIONSHIP**

WHAT GOVERNMENT SAYS



**Learnings from
designing in the
public sector.**

Users and public servants bring expectations from other parts of their lives.



Users struggle to navigate accessing services and lose sight of the bigger mission in the process.



People expect that they'll be denied access to benefits instead of getting help obtaining them.

Prototyping
takes the risk out
of introducing
new changes.



Two "First Steps" forms are being held by a person's hands. The forms are yellow and orange, and they contain the following text:

First Steps

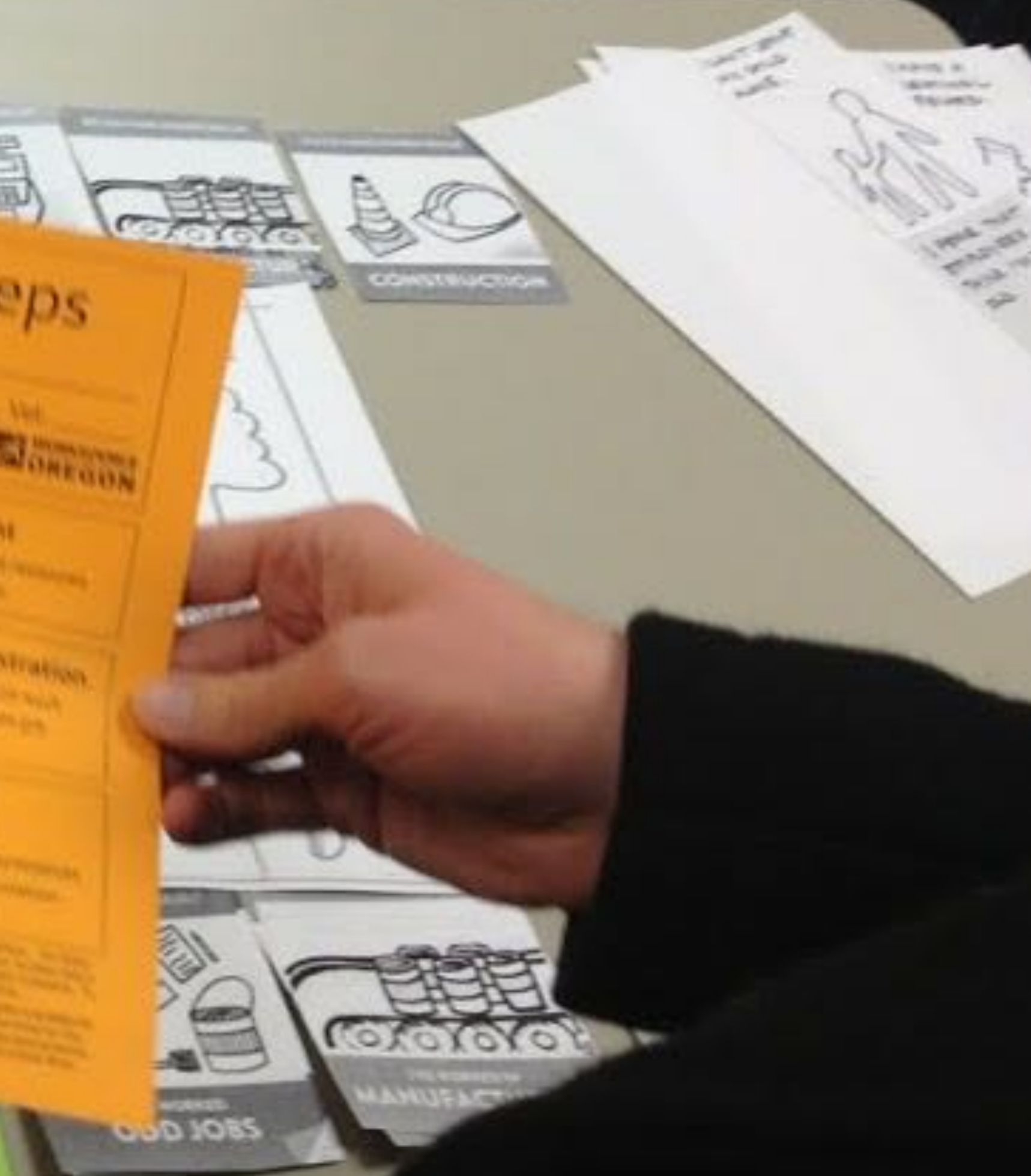
Name: _____ Job Seeker ID: _____ Date: _____

Step 1. Initial Enrollment
Register to find out what resources and services are available.

Step 2. iMatchSkills Registration
Identify skills and emphasize work experience to match to open job listings.

Step 3. One-on-One Staff Consultation
Meet with one of our representatives to discuss options and information about current job openings.

The forms also feature the logo for "WORKSOURCE OREGON" and a small graphic of a person holding a magnifying glass.



3 takeaways

Simple, no-cost techniques you can apply tomorrow to bring user-centered design into your organization...

TAKEAWAYS

Start experimenting with great ideas right away, before they become too sacred or too stale.

Form a panel of stakeholders you can come back to over and over again for feedback, insights, and engagement.

Prototype early and often: The best digital prototypes can be made with paper and pen.

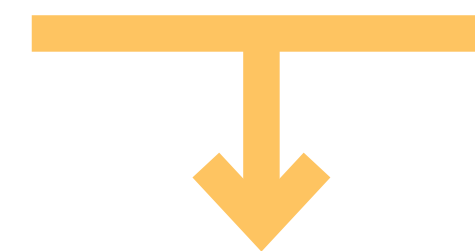
Brainstorm

- **A simple exercise to unlock new ideas and build enthusiasm**
- **Go wide...**
- **It's more organized than you think...**

exercise

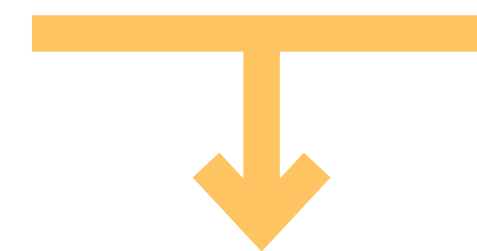


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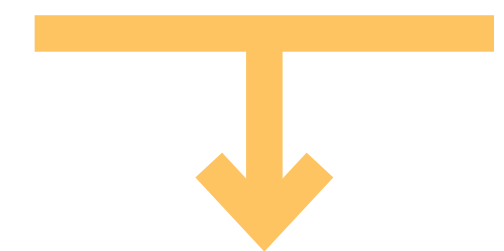
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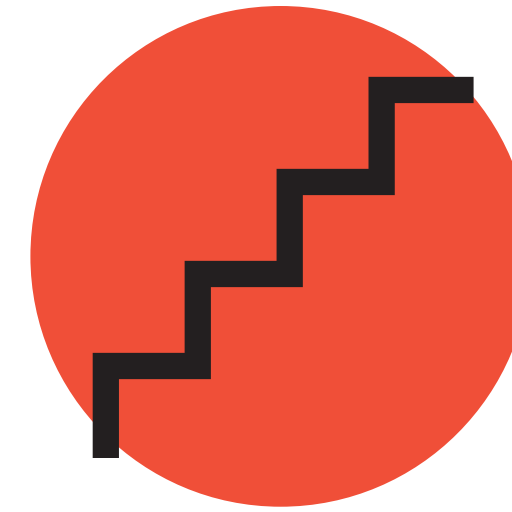
brainstorm



Defer
judgment



Encourage
wild ideas



Build on the
ideas of others



Stay focused
on the topic



One
conversation
at a time



Be
visual



Go for
quantity

**How might the DMV tap into
great customer service ideas
from the front lines?**

1

How might the DMV highlight its larger purpose in every transaction—so customers and service representatives can connect to the bigger mission?

2

How might the DMV create moments of delight in every transaction?

3

**How might the DMV move
towards new modes of
service that meet people where
they are?**

4

Thank you.